

Health as a Social Movement – what's it about?

Building on the agenda set out in the [Five Year Forward View](#), Health as a Social Movement is a new three year programme, to support social movements in health and care.

Working initially with six [new care model vanguards](#) across England, NHS England and partners will develop, test and spread effective ways of mobilising people in social movements that improve health and care outcomes and show a positive return on investment. This programme will also work with the wider vanguard network and beyond to support development and spread of social movements in health and care.

By the end of the programme, vanguards will be able to:

1. Connect with communities, hear and act on their priorities for health and wellbeing.
2. Nurture volunteering, social action and an influential third sector to prevent long-term conditions, reduce social isolation and find ways for communities to support each other.
3. Improve community development skills for staff and communities.
4. Evaluate what works best in supporting communities across vanguard sites.
5. Build evidence for intelligent commissioning, which reduces system pressures.
6. Share learning across health and care on how to nurture social movements in health.

Six local vanguards will receive national support and funding:

‘Wellbeing Erewash aims to shift investment and energy ‘upstream’ to encourage thriving communities, where people feel confident and supported to choose healthier lifestyles, stay well, know how to get help and Person Centred support when needed. Approaches include supporting time banking, building young people’s resilience and asset-based community development work’

The **Royal Free Foundation Trust** is an Acute Care Collaboration vanguard. As part of this, this project brings together Hillingdon, The Royal Brompton & Harefield, Moorfields and Imperial hospitals to work with the Healthy London Partnership on supporting staff health and wellbeing. This work focuses on the priorities of lower-paid staff, who have traditionally been less involved with health and wellbeing programmes.

For more information about Health as a Social Movement contact Bev Taylor, Volunteering Development Manager at NHS England (bev.taylor1@nhs.net)

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Stockport Together Multi-Speciality Community Provider has partnered with neighbouring areas Oldham and Tameside to focus its health as a social movement work around themes of loneliness, food and arts. Working closely with community led and third sector organisations, the programme builds on local work developed with Nesta to deliver people powered health approaches."

Great Manchester Cancer Vanguard wants to harness the energy of communities and the third sector to improve cancer prevention, recruiting 20,000 cancer champions and expert patients to promote healthy choices and early detection. They will explore the potential of digital technologies to support self-care, create and connect social networks for people affected by cancer.

Airedale and Partners 'Enhanced Health in Care Homes' aim to improve care and make connections between care homes and the wider community through technology and rolling out telemedicine across 248 care homes. With the Alzheimer's Society, they will connect residents to local communities, support them to be involved in decisions about their health and empower dementia friends to develop relationships connecting care homes and communities.

Better Care Together integrated primary and acute care system vanguard in Morecambe Bay will build on existing support where local residents have formed action groups to improve GP recruitment, created health promotion magazines; promoted pharmacy schemes; led health surveys and taught children to use the NHS.

National Support for the New Care Model Vanguard:

We are working with three national partners: Nesta, New Economics Foundation and Royal Society of Arts to provide the overarching learning, development, support and evaluation.

Nesta will stimulate thinking and national debate on what we mean by 'social movements in health and care'.

New Economics Foundation will work with the six vanguards identified above to provide in depth support and evaluation.

Royal Society of Arts will work with the wider vanguard network and health and care system sharing and spreading best practice and learning.

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What will we do?	When?	Who?	What difference will it make?
Create a national report about why and how to support social movements in health	July 2016	Nesta	Stimulate discussion across health and care Encourage involvement across health and care Encourage other providers and commissioners to work creatively with communities
Facilitate a stakeholder event to test ideas about developing social movements in health	July 2016	Nesta	Enable people and organisations interested in building social movements to get involved and share ideas
Support 6 vanguard sites to develop clear aims and create local evaluation frameworks, involving local people	June 2016	NEF	Build teams to work together Create realistic plans Check what difference the project wants to make Involve local communities from the start
Create a learning and support network for the 6 vanguard sites	July 2016	NEF	Encourage practice sharing and collective problem-solving, inspire each other and deal with inevitable frustrations
Provide ongoing support to 6 vanguard sites	Aug 16- Sept 17	NEF	Help to overcome issues in working with communities, support to share practice
Create final evaluation of 6 vanguard sites	Sept 17- Dec 17	NEF	Capture learning and what works most effectively in nurturing social movements
Talk to a range of vanguards and create a film about how they want to work with communities	May 2016	RSA	Enable us to hear the hopes and fears of vanguards in starting this project, what ‘health as a social movement’ means to them and their thoughts on how practice is adopted and spread
Background research – how all vanguards are already working with communities – what experience exists	May 2016	RSA	Identify good practice within the vanguard programme from which we can draw throughout the programme See gaps in vanguard experience and activity
Develop a social movement project website and provide ongoing maintenance support to the site	Sept 2016 – March 17	RSA	Provide online materials, encourage discussion via RSA and guest blogs to promote learning and practice sharing
Enable all 50 vanguards to access RSA fellowship support and develop 50 new RSA fellowships.	October 2016	RSA	Provide the wider vanguard movement with a learning and support network to encourage practice sharing and new ideas
Facilitate a series of regional networking events including a public event for all vanguards and the wider health and social care system	Sept 16 - March 2017	RSA	Create further opportunities across the vanguard movement to share new ideas and develop communities of practice
Create a Student Design Award Competition for students to support vanguards in working creatively with communities; announce winner	Sept 16 - March 2017	RSA	Raise the profile of community development amongst students, young people and the much wider RSA audience of the curious public. Encourage student’s creativity and new ideas in working with communities
Contribute to a ‘facilitator toolkit’ for vanguards in working creatively with communities	Sept 16 – March 17	RSA	Bring together existing resources and create new ones for working with communities to nurture social movements in health

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